

Message Text

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PAGE 01 GOTEBO 00066 310914Z

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ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
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R 310839Z AUG 76
FM AMCONSUL GOTEBOG
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AMEMBASSY LONDON
AMEMBASSY STOCKHOLM UNN

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E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: PRIVATE TRADE OPPORTUNITY

1. 401/02/P0015
 2. 082776
 3. JPOWENS
 4. 401 SWEDEN
 5. IMA
 - 6A. REPLY TO --
 - 6B. GUNNAR RASK NIELSEN, MANAGING DIRECTOR
 - 6C. ROJARD AB
RACK
S-185 00 MARKARYD, SWEDEN
 7. CABLE ROJARD, ANGELHOLM; TELEX- --; TEL 0433/161 15
 8. --
 9. 104-11. 9A. DIRECT SALE TO END-USER AND EXCLUSIVE AGENCY
SWEDEN
 10. DESCRIPTION
3949114-0000 TUBULAR GLASSFIBER BLANKS FOR FLY, CASTING,
SPINNING, OCEAN FISHING RODS, AND FISHING POLES, INCLUDING
TELESCOPIC - TOTAL 10,000 UNITS FIRST YEAR. GRAPHITE BLANKS -
1,500 UNITS FIRST YEAR. FINISHED SPLITCANE AND TUBULAR GLASS RODS
AND FISHING POLES, INCLUDING TELESCOPIC - 500 UNITS FIRST YEAR.
ALSO INTERESTED IN BLANKS AND RODS SPECIALLY DESIGNED FOR CASTING
COMPETITION.
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3949119-0000 HIGH QUALITY TRIMMINGS, MOUNTINGS AND PARTS FOR ALL TYPES OF FISHING RODS, INCLUDING REEL SEATS, PARTS FOR HANDLES, TIPS AND GUIDES ALSO WITH CERAMIC FRICTION AREA, AND PARTS ENABLING USE OF HARNES. FLY BOXES. FLY LINES. BRAIDED LINES FOR OCEAN FISHING. MONOFILAMENT LINES.

3949115-0000 SPINNING AND OCEAN FISHING REELS. EXCLUSIVE AGENCY.

3021298-0000 RUBBER AND PLASTIC FISHING WADERS.

ESTABLISHED IN 1975 WITH SHARE CAPITAL OF 5,600 SW. KR. TO BE INCREASED TO 50,000 SW. KR. IN SEPTEMBER 1976 WHEN BUSINESS MOVES TO PREMISES OWNED BY MARKARYD MUNICIPALITY. FOUNDERS AND OWNERS ARE GUNNAR RASK NIELSEN; BERNT ARVIDSSON; PETER PETTERSSON; BENGT NORDSTROM. CONSULTANT IS KJELL-ERIK PETERSSON. PRESENTLY ONLY NIELSEN ATTENDS BUSINESS FULL TIME. WILL SHORTLY BE JOINED BY PETER PETTERSSON. NIELSEN ALSO INSTRUCTOR LICENSED BY SWEDISH CASTING FEDERATION AND SWEDISH SPORT FISHING ASSOCIATION. SECOND IN WORLD CHAMPION CASTING TOURNAMENT. KJELL-ERIK WRITES ANGLING BOOKS, ARTICLES AND APPEARS ON TV. GROUP CONTAINS PERSONS WITH TECHNICAL, ADVERTISING, AND MARKETING EDUCATION ALL HAVE DEEP INTEREST AND KNOWLEDGE ANGLING. WILL SPECIALIZE IN EXPENSIVE HIGH QUALITY EQUIPMENT. RELIABLE LOCAL CREDIT SOURCE DESCRIBES OWNERS AS RELIABLE AND CAPABLE. BUSINESS DISPOSES OF ADEQUATE FINANCIAL RESOURCES. PREREQUISITES APPEAR GOOD. BUSINESS RELATIONS RECOMMENDED. SWEDISH COMPETITION TRULY HIGH QUALITY EQUIPMENT NO OBSTACLE.

OWENS

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